

Smart Growth Smart Energy



THINK GREEN: Educate and Engage

2008 Smart Growth/Smart Energy
Conference

Final Report

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I. Conference Overview

On December 12, 2008, more than eight hundred Massachusetts advocates, students, professors, local officials, state officials, developers, and policy makers attended/registered for the 2008 Massachusetts Smart Growth/Smart Energy Conference at the Boston Convention and Exhibition Center.

This year's theme, **Think Green: Educate and Engage**, focused on the latest housing, transportation, economic development, energy, public health, and environmental innovations.

For the past six years, five state agencies have worked together on behalf of The Commonwealth of Massachusetts to coordinate and produce this important conference. This year, the lead agency was The Department of Housing and Community Development. In addition to the committee, The Rendon Group was hired to assist with the event logistics and registration.

The 2008 conference theme **Think Green: Educate and Engage** featured workshops and roundtable discussions, which focused on policy and regulatory updates, best practices, and skills development on a variety of topics including:

- The Green Communities Act
- Energy Efficiency and Clean Energy Strategies for Municipalities
- Transit Oriented Development
- Green and Healthy Affordable Housing
- Climate Change Adaptation
- Foreclosed Property Reuse
- Regionalism



Tina Brooks, Undersecretary
Department of Housing and
Community Development



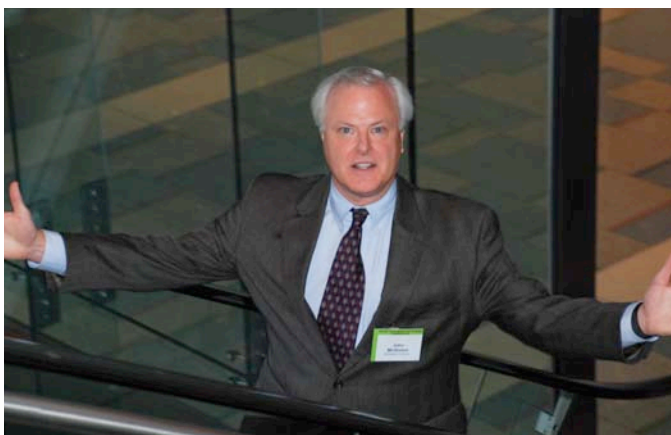
W. Karl McLaurin, Undersecretary Tina Brooks, Steven Carvalho, Debra Hall;
Department of Housing and Community Development



Exhibitors and Attendees



Anthony Flint, Lincoln Institute of Land Policy and Workshop Speaker; Kurt Gaertner, Executive Office of Energy and Environmental Affairs



John McQueen, McQueen & Associates

II. Featured Keynote Speakers

A. Steve Winkelman

Steve Winkelman is the Director of Transportation and Adaptation Programs for the Center for Clean Air Policy. He is co-author of the book, *Growing Cooler: The Evidence on Urban Development & Climate Change*. Steve directs the VMT & Climate Policy Dialogue, which engages top decision makers and leading experts on integrating transportation and climate change policies. He holds a BS in Physics from the University of Michigan and an MA in Public Policy from the University of Minnesota.

Mr. Winkelman was the featured morning keynote speaker; he is well known and respected in the field of urban development and climate change. Mr. Winkelman's speech served as a bolt of energy for the Smart Growth/Smart Energy Conference attendees. Based on evaluations we received, attendees found his address to be both, thought provoking, and poignant.



Steve Winkelman giving the morning Keynote Address

Below is a sampling of the comments on we received on Mr. Winkelman's speech from the attendee evaluation:

"Excellent energy-though provoking and concise!"

"Excellent introductory presentation that succinctly addressed the transportation land use and climate impact connection."

"(Steve Winkelman) is very knowledgeable and presented compelling information very objectively."

B. Keynote Speaker: J. Phillip Thompson

J. Phillip Thompson is an urban planner and political scientist. He is Associate Professor of Urban Politics and Planning at MIT. He received a B.A. in Sociology from Harvard University in 1977, a M.U.P. from Hunter College in 1986, and a PhD in Political Science from the City University of New York Graduate Center in 1990.

Phil worked as Deputy General Manager of the New York Housing Authority, and as Director of the Mayor's Office of Housing Coordination. Phil is a frequent advisor to trade unions in their efforts to work with immigrant and community groups across the United States.



J. Phillip Thompson giving the Afternoon Key Note Speech

Phil's most recent book is called, *Double Trouble: Black Mayors, Black Communities and the Struggle for Deep Democracy*, published in 2006 by Oxford University Press. After Hurricane Katrina struck New Orleans in 2005, Phil has worked with the AFL-CIO Investment Trust Corporation and with local community groups to create affordable housing and workforce development initiatives to help rebuild the city of New Orleans. He also coordinated MIT sponsored projects in New Orleans including work on economic development, planning, and the design of an urban information system to help guide recovery efforts.

As the conference's afternoon keynote speaker, Phil motivated and entertained the audience with a plethora of outstanding and unique ideas of smart growth; most notably, comparing it to community development and social issues. Phil's alternative viewpoints and ideas inspired a new perspective for the audience, who were enthusiastic and stimulated through his new out take and moving ideas.

The reviews from Phil's speech all agree:

"Wow! Very moving inspirational presentation!"

"Inspirational, excellent, content presentation, unique view on green development policy, very thought provoking."

"Terrific different take on the importance of community development as linked to smart growth"

"A welcome wake up for planners to re-focus on urban poverty and urban schools in order to genuinely implement smart growth"



Secretary Ian Bowles, Executive Office of Energy and Environmental Affairs, Undersecretary Tina Brooks, Department of Housing and Community Development, J. Phillip Thompson, Keynote Speaker

"Amazing! Thank you for bringing this speaker to all of us!"

"Great to stress the human element to smart growth"

“Phenomenal!”

“Fabulous infusion of new ideas”

“Excellent! I’m so glad he was able to connect smart growth/energy with the critical underlying social issues at stake.”

III. Workshop Overview

Conference attendees were given the opportunity to pre register for select workshops. With twenty-three workshops in total, attendees were able to choose from a variety of topics covering issues of concern for them. The workshops were broken up into three sessions, Morning Session A, Afternoon Session B and Afternoon Session C. The workshops focused around the Conference’s “Think Green: Educate and Engage” theme and featured experts, professors, speakers and moderators from members of the Commonwealth’s state agencies, local schools, organizations and businesses.

The conference program has been submitted to the American Institute of Certified Planners (AICP) for Certification Maintenance (CM) credits. Presentations from the workshops can be viewed online at the 2008 Smart Growth/Smart Energy Conferences’ website, <http://mass.gov/smartgrowth>.

Below are the descriptions of the workshops that were given to the conference attendees:

A. Morning Workshops A (10:30 AM -11:45 AM)

A1. The Transportation, Land Use, and Climate Change Connection: From Modeling to Policy and Implementation

MassGIS will discuss a geographic model developed for household vehicle miles, and validated with Massachusetts Registry of Motor Vehicle data, to explain the relationship between land use patterns and transportation-related greenhouse gas (GHG) emissions. Metropolitan Area Planning Council will take the next step, looking at the GHG impacts of alternative scenarios based on policy recommendations in their regional plan, "MetroFuture". This session will also provide an introduction to the Massachusetts Environmental Policy Act (MEPA)

Greenhouse Gas Emissions Policy and Protocol, which requires the quantification and mitigation of GHG emissions, including mobile source emissions, for certain projects undergoing MEPA review.

Moderator:

- **Anthony Flint**, *Director of Public Affairs*, Lincoln Institute of Land Policy

Speakers:

- **Christian Jacqz**, *Director*, Office of Geographic and Environmental Information (MassGIS), Executive Office of Energy and Environmental Affairs
- **Tim Reardon**, *Senior Regional Planner*, Metropolitan Area Planning Council
- **Alicia McDevitt**, *Director*, Massachusetts Environmental Policy Act Office, Executive Office of Energy and Environmental Affairs



Workshop A1: The Transportation, Land Use, and Climate Change Connection: From Modeling to Policy and Implementation

A2. The Green Communities Act: Ushering in a New Era of Clean Energy Innovation

The landmark Green Communities Act places Massachusetts at the forefront of energy policy and programs in the nation. This session will outline this multi-faceted and important law with a focus on the broad impacts and opportunities for communities. One of the three divisions under the law, the Green Communities Division, will be discussed in detail in Session B-4.

Speakers:

- **Ann Berwick**, *Undersecretary of Energy*, Executive Office of Energy and Environmental Affairs
- **Frank Gorke**, *Director*, MassEfficiency, Department of Energy Resources

A3. Green and Healthy - Not Mutually Inclusive: Constructing and Renovating Housing to Meet Green Standards and Ensure the Health of Occupants

The session will review the national standards and discuss how they meet nationally established health criteria for asthma, injury and other public health issues. In addition, the panel will discuss efforts to incorporate green and healthy criteria into new construction or renovation projects, as well as increase community participation.

Moderator:

- **Jean Zotter**, JD, *Director*, Asthma Prevention and Control Program, Department of Public Health

Speakers:

- **Megan Sandel**, MD, Boston Medical Center and co-author of "There's No Place Like Home"
- **Ellen Tohn**, National Center for Healthy Housing, co-author of "How Healthy are National Green Building Programs?"
- **Kate Bennet**, Boston Housing Authority
- **Marvin Martin**, *Executive Director*, Greater Four Corners Action Coalition



Workshop A3: Green and Healthy – Not Mutually Inclusive: Constructing and Renovating Housing to Meet Green Standards and Ensure the Health of Occupants

A4. Zoning Reform in Massachusetts - Where It Is & Where Do We Go from Here?

The Patrick Administration established a Zoning Reform Task Force to develop legislation that would respond to long-standing problems with the current planning and zoning system in the Commonwealth. The Task Force is seeking changes that would advance the goals of having communities plan ahead, adopt zoning in accordance with those plans and develop appropriate techniques that would allow for prompt and predictable permitting while protecting important community resources. The Task Force includes members of the Administration, the Legislature and representatives from a number of stakeholder groups. Learn about the status of this effort and the next steps in reforming planning and zoning in the State.

Moderator:

- **Bob Mitchell** FAICP, *Special Assistant for Planning Initiatives*, Executive Office of Housing and Economic Development

Speakers:

- **Greg Bialecki**, *Undersecretary for Business Development*, Executive Office of Housing and Economic Development
- **Bob Mitchell**,
- **Tim Brennan**, *Executive Director*, Pioneer Valley Planning Commission
- **Steve Sadwick** AICP, *Director of Community Development*, Town of Tewksbury



A4: Zoning Reform in Massachusetts- Where It Is & Where Do We Go From Here?

A5. Aging in Place: Developing a Livable Community for all Ages

Life expectancy in America has increased and greater numbers of people are living active lives into the 70s, 80s, and even 90s. Additionally the "baby boomer" generation will swell the proportion of individuals 65 years and older from 13 % of the Massachusetts population in 2007 to 21% by 2030. This significant increase in the number of older adults creates new challenges and opportunities. Creating livable communities for all ages calls for partnerships across agencies and among different sectors within communities. This session will address the interrelated decisions affecting residents' ability to age successfully in their homes and communities and is relevant for housing officials, transportation planners, social/human services, planning and zoning specialists, economic development leaders, and others.

Moderator and Speaker:

- **Lea Susan Ojamaa**, *Community Liaison Coordinator*, Division of Health Promotion and Disease Prevention, Department of Public Health

Speakers:

- **Ann L. Hartstein**, *Executive Director*, Massachusetts Association of Older Americans
- **Amy Schectman**, *Director*, Public Housing & Rental Assistance, Department of Housing and Community Development
- **Nina M. Silverstein**, PhD, *Professor of Gerontology*, College of Public and Community Service, University of Massachusetts-Boston



A5: Aging in Place: Developing a Livable Community for all Ages

A6. Innovative Non-Zoning Approaches to Encourage Smart Growth and Protect Public Health

This session will focus on using regulations and other creative techniques to achieve smart growth development outcomes. Incorporating public health goals into Master Plans and into the review of development proposals can help communities think more broadly about the health impacts of the built environment. A range of regulatory solutions will be presented including innovative septic, subdivision, adequate facilities standards, and architectural design standards. Wetlands ordinances can also be applied more creatively than they have been typically. These tools can steer growth to appropriate areas, while protecting sensitive natural resources and promoting healthy, walk able and safe developments. Examples and best practices will be shared from urban, suburban and rural communities.

Moderator:

- **Maria Evora-Rosa**, *Community Liaison*, Department of Public Health

Speakers:

- **Wayne Feiden** FAICP, *Director of Planning and Development*, City of Northampton
- **Bruce Young**, *Land Use and Conservation Planner*, City of Northampton
- **Cheryl Sbarra**, JD, *Senior Staff Attorney*, Massachusetts Association of Health Boards

A7. Best Practices for Growth & Development

This session will provide information on best practices for growth and development. The Executive Office of Housing & Economic Development has launched the Growth Districts Initiative and Lowell, a Growth District Community, will present the benefits of partnering with the state and participating in that program. The Town of Grafton will provide information on the Municipal Permit Tracking Program (MPTS) that they developed for all Commonwealth cities and towns as part of the Chapter 43D Program. The Massachusetts Alliance for Economic Development (MAED) will discuss "development readiness" and the municipal site assessment guide and marketing toolkit.

Moderator:

- **April Anderson Lamoureux**, State Permit Ombudsman

Speakers:

- **Adam Baacke** AICP, *Assistant City Manager*, City of Lowell
- **Steve Bishop**, *Town Planner*, Town of Grafton
- **John Rhodes**, Massachusetts Alliance for Economic Development

A8. Quality Product: Identifying and Attracting the Right Development Team

Does your town have a smart growth development site but concerns about identifying and securing the right development team? Are you wondering where you can find some of the best Massachusetts examples of housing and mixed-use development? Explore these and other related questions with an experienced panel, which will look at several examples where municipalities worked proactively to insure that their key development opportunities attracted quality designers and developers.

Moderator:

- **Connie Kruger**

Speakers:

- **John Klimm**, *Town Manager*, Town of Barnstable
- **John Ryan**, *Principal*, Development Cycles
- **Peter Smith**, *Principal*, Peter Smith Associates



A8: Quality Product: Identifying and Attracting the Right Development Team

B. Afternoon Workshops B (1:45 PM- 2:45 PM)

B1. Taking TOD to the Next Level: Creating Places to Live, Work and Play in the 21st Century Transit Village

An in-depth discussion of the latest challenges and thinking around Transit-Oriented Development (TOD). Hear from TOD experts and developers on what the most recent data is telling us about TOD market demand, travel behavior, and the impacts on the jobs-housing balance. The workshop will explore the effectiveness of private and public sector responses to preserving project feasibility through fluctuating real estate cycles and uncertain economic times. Where has TOD succeeded and where and why has it remained elusive? How do we move beyond the stand alone TOD project to create 21st Century transit villages that provide a nexus of housing, jobs and retail?

Moderator:

- **Buzz Constable**, *Executive Vice President and Principal*, A.W. Perry/Transit Realty Advisors

Speakers:

- **GB Arrington**, *Vice President and Principal Practice Leader*, PB Placemaking
- **Stephanie Pollack**, *Partner*, Blue Wave Strategies LLC
- **Ann Houston**, *Executive Director*, Chelsea Neighborhood Developers



B1: Taking TOD to the Next Level: Creating Places to Live, Work and Play in the 21st Century Transit Village

B2. Walking to Lunch - How to Transform an Office Park, Mall or Commercial Strip into Pedestrian Shangri La

Join walkability consultant Mark Fenton, WalkBoston's Wendy Landman, and MAPC's Barbara Lucas in a dynamic discussion of the most effective ways to leverage walkability to help create successful new neighborhoods and destinations. This session will address the visionary approaches, implementation challenges and emerging success stories of transforming suburban commercial sprawl from forlorn auto-dependency to pedestrian-friendly vibrancy.

Moderator and Speaker:

- **Barbara Lucas**, *Manager of Transportation Planning*, Metropolitan Area Planning Council (MAPC)

Speakers:

- **Mark Fenton**, *Consultant*; Host of "America's Walking", a PBS series
- **Wendy Landman**, *Executive Director*, WalkBoston

B3. Green Affordable Housing

Green is finally going mainstream! This panel will share some of the lessons learned - both in private and public multifamily housing. Newly constructed green affordable housing developments and sustainability projects at existing housing developments will be featured as models for the multi-family residential sector in Massachusetts.

Moderator:

- **Elisabeth Krautscheid**, Renewable Energy Trust

Speakers:

- **Clifford J. Boehmer AIA**, *Vice President and Principal*, Mostue & Associates
- **Tom Wade**, *Executive Director*, Watertown Housing Authority
- **Noah Maslan**, *Director of Real Estate Development*, Urban Edge

B4. Launching the Green Communities Division: Partnering with Local Leadership

The new Green Communities Division at the Department of Energy Resources was established to provide grants, loans and technical assistance to communities. The goal of the program is to support cities and towns in implementing significant and innovative energy efficiency measures and renewable energy projects to create a cleaner energy future for Massachusetts. Come and learn about the opportunities created by this new program and how to gain access to funding by qualifying as a Green Community.

Speaker:

- **Meg Lusardi**, *Director*, Green Communities Division, Department of Energy Resources

B5. Climate Change Adaptation: Initiatives from the Grass Roots to the State

It is generally accepted by the scientific community that the increased amount of anthropogenically generated greenhouse gas emissions is responsible for changing climatic conditions, and that these changes are expected to continue even as we achieve success in curbing these emissions. Massachusetts is also expected to experience a lengthening of the growing season, more short-term droughts, and an increase in precipitation rates, especially during the winter months by mid-century. We need to plan for the future, researching various adaptation alternatives and selecting those options that best meet our societal, natural, and fiscal environments. We recognize that there will be tradeoffs involved in the selection of those options. In this session, we will feature experts who work with municipalities and state agencies on responses to the threat of climate change.

Moderator:

- **Kathy Baskin**, *Director of Water Policy*, Executive Office of Energy and Environmental Affairs

Speakers:

- **Hector Galbraith**, *Director*, Climate Change Initiative, Manomet Center for Conservation Sciences
- **Melissa Stults**, *Senior Program Officer*, ICLEI
- **John Felix**, *Director of Program Operations*, Department of Environmental Protection

B6. Biomass Opportunities and Initiatives

Biomass in the form of wood chips and wood pellets can be used by municipalities for building heating, combined heat and power, and district energy. Modern equipment is clean and fully automated, and provides near full displacement of fossil fuel use and greenhouse gas emissions. The state has documented the large supplies of biomass materials available as residues and through sustainable forest management, and is working strategically to establish biomass projects and fuel supply infrastructure. This panel will discuss progress with biomass initiatives in Massachusetts.

Moderator:

- **Robert O'Connor**, *Director of Land and Forest Policy*, Executive Office of Energy and Environmental Affairs

Speakers:

- **Dwayne Breger**, Biomass Initiative, Department of Energy Resources
- **Gordon Boyce**, Biomass Resource, Department of Conservation and Recreation
- **John Rizzo**, American Development Institute
- **Rob Rizzo**, *Director of Renewable Energy Studies*, Mount Wachusett Community College

B7. Low Impact Development: Performance Results and Implementation in the Field

From the increasing usage and research on Low Impact Development (LID) techniques, we are developing a better understanding of how to select the most appropriate BMPs for stormwater management projects. Appropriate application of LID can be particularly challenging in redevelopment areas affecting impaired waters. Speakers will discuss: 1) the performance of LID techniques from comprehensive literature reviews incorporated into a web-based tool; 2) on-site testing at the UNH Stormwater Center focusing on seasonal variation and cold weather performance; and 3) implementation choices and challenges in the Ipswich watershed.

Moderator:

- **Eric Hove**, *Acting Director of Land Use Policy*, Executive Office of Energy and Environmental Affairs

Speakers:

- **Robert Roseen** P.E., PhD, *Director*, University of New Hampshire's Stormwater Center
- **Sara Cohen**, *Water Resource Specialist*, Department of Conservation and Recreation
- **Jerry Schoen**, *Director of the Massachusetts Stormwater Technology Evaluation Project*, University of Massachusetts-Amherst



B7: Low Impact Development: Performance Results and Implementation in the Field

B8. Foreclosed Property Reuse - A Key Redevelopment Challenge and Opportunity

Foreclosure has been a central challenge for Massachusetts, and particularly for the state's urban communities. Hear from people who are working on the ground to help cities and homeowners acquire and rehabilitate foreclosed properties and return them to residential use.

Moderator:

- **Mark Siegenthaler**, *Community Development Manager*, Department of Housing and Community Development

Speakers:

- **Sheila Dillon**, *Deputy Director for Housing*, Boston Redevelopment Authority
- **Jessica Andors**, *Co-Director*, Lawrence Community Works
- **Joe Flatley**, *President and CEO*, Massachusetts Housing Investment Corporation

C. Afternoon Workshops C (3:00 PM-4:00 PM)

C1. Energy Efficiency Programs and Technical Assistance Available to Massachusetts Municipalities

This session will explain the tools, technical assistance and grants currently available to cities and towns. These various resources assist cities and towns in moving forward with their local energy strategies and needs. This session will also outline additional resources communities can expect to access in the near future.



C1 Moderator: Scott Durkee



C1 Speaker: Melissa Stults

C1: Energy Efficiency Programs and Technical Assistance Available to Massachusetts Municipalities

Moderator:

- **Scott Durkee**, Sustainable Development, Department of Energy Resources

Speakers:

- **Angela Vincent**, *Regional Director*, ICLEI
- **Shubhada Kambli**, *Environmental Scientist*, U.S. Environmental Protection Agency
- **Melissa Stults**, ICLEI

C2. Interested in Solar, Wind or Geothermal?

This workshop will help participants determine if their site or building is suited to wind, solar PV, solar hot water, or geothermal technologies. Attendees will also learn about available rebates and incentives.

Moderator:

- **Natalie Howlett**, Department of Energy Resources

Speakers:

- **Sam Nutter**, Massachusetts Technology Collaborative
- **Chris Vreeland**, Precision Decisions
- **Brian Hayden**, HeatSpring Energy
- **Steven Clarke**, Executive Office of Energy and Environmental Affairs

C3. Revitalizing Gateway Cities: Tools, Techniques, and Case Studies

Returning Gateway Cities - former hubs of industry - to prosperity is critical to improving quality of life and advancing economic vitality for the Commonwealth as a whole. Speakers will relate the importance of revitalizing traditional urban centers, outline a citywide revitalization effort, provide case studies illustrating successful strategies, and describe the Patrick Administration's "Brownfield Support Team" Initiative. Participants will gain ideas that can be applied in their communities as well as an understanding of resources available to assist.

Moderator:

- **Patrick Hart**, *Policy Analyst*, Department of Housing and Community Development

Speakers:

- **Lisa Wong**, *Mayor*, City of Fitchburg
- **Patrick Sullivan**, *Director*, Office of Housing and Community Development, City of New Bedford
- **Catherine Finneran**, *Brownfields Coordinator*, Department of Environmental Protection

C4. Preparing for the Storm: Effective Floodplain Management

The goal of this workshop is to introduce local officials to the nationally known "No Adverse Impact" (NAI) floodplain management approach and the NAI technical and planning tools that protect public safety, private/public infrastructure, and municipal budgets, in a way that is fair and legally sound.

Moderator:

- **Julia Knisel**, *Coastal Hazards Planner*, Office of Coastal Zone Management

Speakers:

- **Edward Thomas** Esq., Michael Baker Corporation
- **Daniella Hirschfeld**, *Coastal Management Fellow*, Office of Coastal Zone Management

C5. "Unnatural Causes...Is Inequality Making Us Sick?" Place Matters

Unnatural Causes is an acclaimed documentary film series exploring the underlying causes of health disparities. Our neighborhoods, schools, access to resources and open space all determine the health of an individual or a whole community. Why are your zip code and street address such a good predictor of population health? What policies and investment decisions create radically different living environments - some that are harmful and others that are protective of health? What actions can make a difference, particularly in low-income communities? In this session we will view Episode Five - Place Matters of the documentary series and discuss what we can do to make our communities healthier.

Discussion:

Interactive discussion facilitated by **Georgia Simpson May**, *Director*, Office of Health Equity, Department of Public Health



C5: "Unnatural Causes...Is Inequality Making Us Sick?" Place Matters Workshop Attendees

C6. Planning Beyond Boundaries: Regions and Corridors

The Patrick administration, working with regional and local officials, has encouraged and supported efforts to examine land use and planning issues across boundaries. Hear from the administration on the goals of this initiative and from State and local officials on current efforts to plan and act in a manner that acknowledges the cross boundary aspects of planning, zoning and capital investment actions.

Moderator & Speaker:

- **Greg Bialecki**, *Undersecretary for Business Development*, Executive Office of Housing and Economic Development

Speakers:

- **Kristina Egan**, *South Coast Rail Manager*, Executive Office of Transportation and Public Works
- **Jennifer Hager**, *Planning Director*, Town of Sutton

C7. The Parking Predicament 2009: Demand Management While the Pressure's Off

Although development activity and associated parking demand may be slowing with the economy, motor vehicle management - particularly parking - remains an important and ever-controversial topic for the Smart Growth - Smart Energy Conference. This year's parking session will include both national and regional perspectives on the latest parking 'Best Practices' as well as the challenges and opportunities that can accompany their implementation. What innovative parking demand solutions can municipalities, their business communities and local advocacy groups reach consensus on and begin implementing to better address both existing and potential future demand?

Moderator:

- **Elizabeth Hahn**, *Coordinator*, Massachusetts Downtown Initiative, Department of Housing and Community Development

Speakers:

- **GB Arrington**, *Vice President and Principal Practice Leader*, PB Placemaking
- **Jason Schrieber**, *Principal*, Nelson/Nygaard Consulting Associates

D. Workshop Summary

The twenty-three workshops were a tremendous success, with knowledgeable speakers and exciting discussions. All of the workshops received raved reviews; five of the workshops received perfect scores from the attendees.

Here is what the Workshop Participants had to say about the Top 5 Workshops:

A8

Quality Product: Identifying and Attracting the Right Development Team

- *“Great practical advice”*
- *“Good panel”*
- *“The speakers had some interesting points about how developers think”*

B1

Taking TOD to the Next Level: Creating Places to Live, Work and Play in the 21st Century

- *“Good mix of speakers and perspectives”*
- *“Great speakers and wonderful examples, good mix of the ground projects and theory”*



- *“Terrific! All the speakers were knowledgeable, presented good info, challenged the audience to do things differently”*
- *“Excellent, stimulating speakers with a wide range of perspectives”*

B1: Taking TOD to the Next Level: Creating Places to Live, Work and Play in the 21st Century Attendees

B6**Biomass Opportunities and Initiatives**

- *“Interesting”*
- *“Excellent”*

B8**Foreclosed Property Reuse- A Key Redevelopment Challenge and Opportunity**

- *“Very cohesive group and topic”*
- *“All speakers were very well versed in subject matter”*
- *“Very informed speakers”*

C5**“Unnatural Causes...Is Inequality Making Us Sick?” Place Matters**

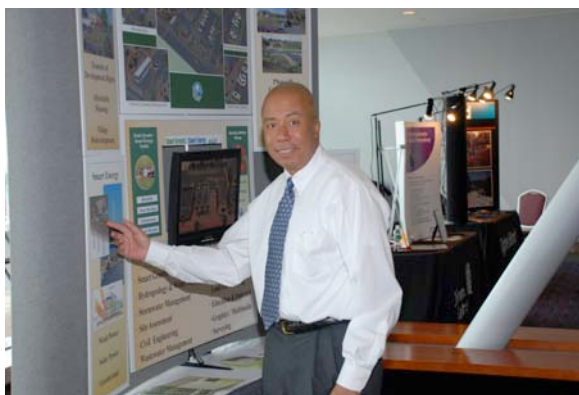
- *“Great material and excellent facilitator”*
- *“This should be seen by everyone”*
- *“Video was very powerful and good discussion afterward”*
- *“Very powerful movie and thought provoking discussion”*
- *“Excellent new information!”*

IV. Exhibitors

The thirty-five Smart Growth/Smart Energy Conference Exhibitors came from a variety of different organizations, and were well received among the attendees as a great educational experience, as well as, an excellent opportunity for networking. The Rendon Group worked with The Committee to recruit, promote, register and manage the exhibitors during the conference.



Exhibitors at The 2008 Smart Growth/Smart Energy Conference



Exhibitors at the 2008 Smart Growth/Smart Energy Conference

2008 Exhibitors:

- **Air Graphics**
- **Mass Partnership for Healthy Communities ~ The Medical Foundation**
- **Beals & Thomas, Inc.**
- **Mass Association of Realtors**
- **BSC Group**
- **Mass Chapter of the American Planning Association *sponsor**
- **Clark University IDCE Dept.**
- **Mass Environmental Trust**
- **Community Design Resource Ctr. of Boston**
- **Mass Smart Growth Alliance**
- **Comprehensive Environmental, Inc.**
- **MassRides**
- **Earth Our Only Home**
- **National Grid *sponsor**
- **Energy Savvy**
- **Nexus**
- **Environmental Business Council of New Eng.**
- **NSTAR *sponsor**
- **Environmental Protection Agency~Region 1**
- **RCAP Solutions**
- **Essex County Forum**
- **Renewable Energy Trust *sponsor**
- **Honeywell International**
- **Sebesta Blomberg**
- **Horsley Witten Group, Inc.**
- **Siemens Building Technologies**
- **ICF, International**
- **The Nature Conservancy**
- **Johnson Controls, Inc.**
- **Tighe & Bond**
- **Livable Streets Alliance**
- **TRC Energy Services**
- **Lombardo Associates, Inc.**
- **VHB/Vanasse Hange Brustlin, Inc.**
- **Mass Housing**
- **Weston and Sampson, Inc.**



Smart Growth Smart Energy Conference Exhibitors



Smart Growth Smart Energy Conference Exhibitors

V. Conference Evaluation

Conference Evaluation Forms were distributed to each of the attendees at the end of the conference. The reviews of the keynote speakers and workshops are listed in their receptive pages, but the additional parts of the evaluation are listed below:

Sign In/Registration: **100% Very Satisfied**

Start/End Time: **95% Very Satisfied**

Food & Beverage: **90% Very Satisfied**

When asked if the attendees would you be interested in attending the annual Massachusetts Smart Growth/Smart Energy Conference in the future, 100% said yes.

Additional Comments on the Conference:

- **“Extremely well organized, well done”**
- **“Great location for public transportation”**
- **“Very well done, as usual!”**



Smart Growth Conference Registration Table

- **“LOVED the locale and came from Worcester. Very inspiring space, acoustics & presentation space”**
- **“Well organized, well run; thank you to all the state staff and leadership! Very glad to discover this conference and to see the administration’s ongoing work on these issues. Good collaboration by multiple**

- **“I like this conference because it brings together different levels of government and different areas of expertise”**



Smart Growth Conference Attendees enjoying breakfast



Smart Growth Conference Attendees having a discussion

- **“All the sessions I attended were interesting and stimulating”**
- **“Pre registered online badge pick up was easy”**
- **“Lots of good talent”**



J. Phillip Thompson, Key Note Speaker; Tina Brooks, Undersecretary Department of Housing and Community Development; Suzanne Bump, Secretary Executive Office of Labor and Workforce Development; W. Karl McLaurin, Department of Housing and Community Development

- **“Great food”**
- **“LOVED that it was in Boston!”**
- **“This was a valuable experience-very well run!”**
- **“Very nice job all around”**
- **“Thank you for moving to Boston-now more can come using Public Transportation instead of driving”**
- **“Great facility-great capacity for each function over the day”**



Smart Growth Conference Attendees in between workshops



Smart Growth Conference Attendees enjoying lunch



Kofi Jones, EOHED; W. Karl McLaurin, DHCD; Georgia Simpson, DPH

VI. Sponsors

Given the current economic climate in The Commonwealth and The Nation, the sponsors were critical partners in making the conference a success. The conference committee/sponsorships, headed by W. Karl McLaurin of DHCD worked diligently to find and organize appropriate sponsors, and is responsible for bringing in four times the dollar amount of sponsors compared to 2007 Smart Growth Smart Energy Conference.

The 2008 Smart Growth/Smart Energy Conference Sponsors:

- **NSTAR (Gold Sponsor)**
- **National Grid (Silver Sponsor)**
- **Massachusetts Renewable Energy Trust (Silver Sponsor)**
- **Massachusetts Chapter of the American Planning Association (Sponsor)**

VII. Conference Committee

The 2008 Smart Growth/Smart Energy Conference was organized by:

The Administration of Governor Deval Patrick and Lt. Gov. Tim Murray

- **The Executive Office of Housing and Economic Development**
- **The Department of Housing and Community Development**
- **The Executive Office of Energy and Environmental Affairs**
- **The Executive Office of Health and Human Services**
- **The Executive Office of Transportation and Public Works**

VIII. Event Logistics and Production

The 2008 Smart Growth Conference was put on by the Conference Committee, as well as, The Rendon Group Inc.; a full service communications company. The Rendon Group, Inc. assisted the Conference Committee with event consultation, event logistics, exhibitor and participation outreach, the development and fulfillment of online registration, as well as, event management.



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